

GAMBARAN GAYA HIDUP KONSUMEN PENGGUNA BLACKBERRY BERDASARKAN USIA

Dewi Mayasari (1100052882)

ABSTRAK

In the current globalized era, mobile phone is regarded as one of the most essential, and to some extent fundamental, object to support human's daily activities. One of the most popular mobile phone model in the Indonesian market at current is the Blackberry. Along with many of its superior features, Blackberry has been vastly favoured by many. This phenomenon drives author to gain better insight of Blackberry customer's style of living. More specifically, how the lifestyle of the customers varies with their age. Quantitative approach is employed in this investigation through the distribution of questionnaires to explore the lifestyle of the users of Blackberry. That is, through the elaboration of dimensions of Activities, Interests and Opinions, or commonly known as AIO. Through age classification, three clusters have been set up. The first cluster represents customers whose age ranges within sixteen to eighteen years old. The second cluster comprises of customers aged within nineteen to twenty one years old. Lastly, customers within twenty two to twenty four years old are collected into the third cluster. Similarities and dissimilarities between the clusters, in the dimensions of AIO, are revealed.

Key Words :

Lifestyle, Consumer Behavior, AIO, BlackBerry.